

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, DECEMBER 6, 1893.

No. 23.

He kicked

California
is the field
and

the

shrewd
man

who
advertises

in
the

**SAN FRANCISCO
EXAMINER**

**S.F.
EXAMINER
AD**

GOAL LINE OF SUCCESS

**64.7-12
DAILY
SUNDAY 75.020
WEEKLY 78.525**

is the

Full-back who
never
misses

A Goal

W. R. HEARST, Proprietor.

W. J. RITCHIE, Eastern Agent,
186 World Building, New York.



HOME PAPERS. HOME PEOPLE.

Men of homes stay there. Many readers of big dailies stay nowhere in particular.

Most folks who read the country papers of the Atlantic Coast Lists have read them for a long time, and will read them till they die.

The germ of advertising stability is in the country papers, and there are none but country papers on the Atlantic Coast Lists. 1400 of them.

ONE ORDER, ONE ELECTROTYPE DOES IT.

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, DECEMBER 6, 1893.

No. 23.

A BIT OF EARLY BOOK ADVERTISING.

By Earnest Elmo Calkins.

Once upon a time that genial humorist, Mark Twain, startled the literary world by announcing "an important work in Arabic," which turned out to be a work in *gum* Arabic—in other words, his now famous scrap book. Not often, however, do authors put into the announcing of their books any of that cleverness which they devote to the writing of them, being content to leave this part of the work to the publisher. The latter, to arouse the public curiosity and draw out the public pocket-book, depends upon a taking title and the customary paragraphs in "Literary Notes" of daily and other papers, coupled with the author's reputation or notoriety—the latter often preferred, from the counting-room point of view. As a recent example of this program elaborately and successfully carried out take "The Prince of India," which has been announced and heralded in various ways for nearly two years. That the writer of a book is the person best qualified to design the advertising of it is a theory already exploited, but by no means settled. Whether it is contrary to the ethics of the literary profession for our Howellses, our Barries, or our Stevensons to write their own advance notices, and whether the practice would be peculiarly successful, I am not here to decide, but there is a noted instance in which this was done, and done successfully, in behalf of a book now a classic, at a time when the American book-publishing trade was in its infancy, and advertising as an art unknown. The book itself, as well as the ingenious manner in which it was brought to the attention of the public, was what would be called, in the expressive idiom of this day and generation, a literary "fake." Nevertheless the advertising was entirely successful, and the book is to-day a standard work.

In the fall of 1809 the curiosity of the citizens of New York was aroused by the following "paid notice," which appeared in the guise of pure reading matter in the *Evening Post*, October 25, 1809:

DISTRESSING.

Left his lodgings some time since, and has not since been seen or heard of, a small elderly gentleman, dressed in an old black coat and cocked hat, by the name of *Knickerbocker*. As there are some reasons for believing he is not entirely in his right mind, and as great anxiety is entertained about him, any information concerning him left either at the Columbian Hotel, Mulberry-street, or at the office of this paper, will be thankfully received. P. S. Printers of newspapers would be aiding the cause of humanity in giving an insertion to the above.

Our grandfathers were a simple and unsuspecting people, whom the use and abuse of the reading notice had not thus early taught to suspect that underneath such an apparently genuine piece of news there lurked an advertisement. So they had not ceased to speculate over the fate of the "elderly gentleman in black" when the sequel appeared in the shape of a communication from "A Traveller," which was printed in the same paper on Monday evening, November 6, 1809. This note was printed among similar contributions of its kind, and ran as follows:

To the Editor of the *Evening Post*.

Sir,

Having read in your paper of the 25th Oct. last a paragraph respecting an old gentleman by the name of *Knickerbocker*, who was missing from his lodgings; if it would be any relief to his friends, or furnish them with any clue to discover where he is, you may inform them that a person answering the description given was seen by the passengers of the Albany Stage early in the morning, about four or five weeks since, resting himself by the side of the road, a little above Kingsbridge;—he had in his hand a small bundle tied in a red bandana handkerchief: he appeared to be travelling northward, and was very much fatigued and exhausted.

A TRAVELLER.

Nov. 6, 1809.

The now fully aroused curiosity of the people of New York regarding the fate of Mr. Knickerbocker was not allowed to languish. In the *Post* of November 16 there was another reputed

communication, this time from Seth Handaside, the landlord of the Independent Columbian Hotel, in Mulberry street, where the mysterious Knickerbocker was supposed to have lodged. Mr. Handaside wrote as follows:

To the Editor of the Evening Post.

Sir,
You have been good enough to publish in your paper a paragraph about Mr. *Diedrich Knickerbocker*, who was missing so strangely some time since. Nothing satisfactory has been heard of the old gentleman since: but a *very curious kind of written book* has been found in his room in his own handwriting. Now I wish you to notice him, if he is still alive, that if he does not return and pay off his bill for boarding and lodging, I shall have to dispose of his book to satisfy me for the same.

I am, Sir, your humble servant,
SETH HANDASIDE,
Landlord of the Independent Columbian Hotel, Mulberry-street.

Public expectancy was now at its height, and a great deal of talk had been created. It should be remembered that the New York of 1809 was a comparatively small city of about 75,000 inhabitants. The court house was the northern limit of the town. Canal street was water, and a skating pond occupied the present site of the Tombs. The climax was reached when the following avowedly genuine advertisement appeared in the advertising columns of the *Post* on November 28, 1809:

LITERARY NOTICE.

Inskip & Bradford have in press and will shortly publish,

A History of New York,
In two volumes, duodecimo. Price three dollars.

Containing an account of its discovery and settlement, with its internal policy, manners, customs, wars, etc., etc., under the Dutch government, furnishing many curious and interesting particulars never before published, and which are gathered from various manuscripts and other authenticated sources, the whole being interspersed with philosophical speculations and moral precepts.

The work was found in the chamber of Mr. Diedrich Knickerbocker, the old gentleman whose sudden and mysterious disappearance has been noticed. It is published in order to discharge certain debts he has left behind.

The *American Citizen* of December 16, 1809, contained substantially the same advertisement, but commencing with the following words:

Is this day published

By Inskip & Bradford, No. 128 Broadway,
A History of New York.

Promptly on the appearance of this latter notice the much heralded and now fully advertised history was published.

Prefaced to the work was a long communication from Seth Handaside, in which he relates his experiences with

the author of the history and the circumstances under which he happened to become its publisher, as shown in the above quoted communications. The character of the hoax was kept up to the last, and the book sold well from the start and excited the greatest interest. Gradually, however, the people began to perceive that they had been made the victims of a pleasantry. Not only was the "famous and authentic history" a clever and humorous burlesque on a certain kind of literature then much in vogue, but the means taken to introduce it to the public were a part of the same piece of fooling. There was no Independent Columbian Hotel in Mulberry street, nor any Seth Handaside as landlord thereof.

Judged even by modern standards the results of this advertising scheme were successful. The book, it will be remembered, was in two volumes and sold for three dollars. From the sale of the first edition Irving received \$3,000, and from the second, \$1,200. Taking into consideration the then condition of the American book trade, the smallness of the buying public, together with the further fact that the history was the first book of a young and unknown author, I consider this scheme a very successful piece of book advertising. Especially so if the preliminary notices which appeared in the *Post* were not handed in through that paper's business office. Whether in the innocence of its heart the paper received these advertisements as the genuine communications they purported to be—whether, in other words, it was also a victim of the hoax and not a *particeps criminis*, we shall probably never know. But the fact remains that the "father of American letters" was an advertising expert of no mean proportions.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

\$1 ELECTROTYPE CUTS for 25c. All lines of trade. Proof sheets free. VIM, Peoria, Ill.

AGENTS, salesmen, canvassers, travelling merit Address A. H. SWANK MFG. CO., Fremont, O.

IF you want a first class newspaper manager or circulator, address "A," Printers' Ink, N. Y.

NEW weather and secret society cuts for newspapers. Proofs free. CHAS. W. HARPER, Columbus, O.

NEW department headings for newspapers. Send for proofs. CHAS. W. HARPER, Columbus, O.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

WE want advertising novelties direct from manufacturers. Send catalogues. GALENA PUBLISHING CO., Galena, Kansas.

"SMALL TALK ABOUT BUSINESS" By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

ILLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

ADVERTISING space in every paper and publication in the U. S., to advertise the Persian Corn Cure. Send samples and lowest rates to COHN, 532 W. 51st St., New York.

HOLIDAY advertising easily secured by using my illustrated features; all new; copyrighted; give exclusive use. Send for proofs. CHAS. W. HARPER, Columbus, O.

CHRISTMAS features, advertising pages, borders, etc., for newspapers; all new; copyrighted; exclusive use given. Send for proofs. CHAS. W. HARPER, Columbus, O.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WANTED—To buy, Republican weekly, in county seat town in Missouri, Iowa, Minnesota, Illinois or Wisconsin. Send full particulars. "X," 718 State St., La Crosse, Wis.

WANTED—Subscription solicitor for daily paper in town of 40,000, with contiguous population of 60,000. Good salary to hustler. Address "SOLICITOR," care Printers' Ink.

WHO DOES YOUR EMBOSsing! Elegant designs in catalogue covers. Send for samples and prices. GRIFFITH, AXTELL & CADY CO., fine catalogue printers, Holyoke, Mass.

ALL sorts and conditions of advertising and other novelties desired, wanted, required. Sample and price (cash against B. L.) to HENRY COWE, Quayside, Berwick-on-Tweed, England.

FOR rental for copying, 60,000 subscription cards of *Home Circle*, St. Louis; dates, 1892-3. No duplicates. All paid subscriptions. Address A. LEFFINGWELL & CO., Boyce Bldg., Chicago.

"999" ENGINE PUZZLE. The triumph of mechanical skill. Pleases everybody; 3 cars and an engine with each puzzle, packed in neat box with full instructions. Sample 10c., \$5 per M. C. J. BARRISS, Rose, N. Y.

\$15 A WEEK, or commission, to take orders for the most saleable book now published, especially for the holiday season. Address, at once, JOHN WILLIAMS, publisher, 37 Court St., Buffalo; 664 B'way, Albany; or 132 Duane St., N. Y.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

FREE—Franklin Fountain Gold Pen, guaranteed worth \$2.50, free with our "office box" of assorted toilet soaps, etc., especially for use in offices. Retail value of soaps, \$5.10; our price, \$3 for soaps; pen free. Terms, cash with order. THE LARKIN SOAP MFG. CO., Buffalo, N. Y.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to THE ASSOCIATED INDUSTRIAL PRESS, 918, F St., N. W., Washington, D. C.

WE want you to work for us, thus making \$12 to \$30 per week. Parties preferred who can furnish a horse and travel through the country; a team, though, is not necessary. A few vacancies in towns and cities. Spare hours may be used to good advantage. B. F. JOHNSON & CO., 11th and Main Sts., Richmond, Va.

CASH—The advertiser wishes to buy a good newspaper property in a town or city of not less than 15,000 people. Not particular as to locality, although the West is preferred. The advertiser proposes to pay cash down, and those responding to this advertisement will kindly state the lowest cash price. Correspondence will be regarded as confidential. None but good property, however, will receive attention. Address 204 Penn Bldg., Pittsburgh, Pa.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg

WOOD TYPE. Fine faces; good catalogue; low prices. HEBER WELLS, 8 Spruce St., N. Y.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink

ADVERTISING NOVELTIES.

ADVERTISING rates unvariable in ST. NICHOLAS.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

MAZZAROTH—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

SOUVENIRS, show cards and leaflets designed, printed and illustrated from nature, in life colors. LONDON PTG CO., Columbus, O.

CHRISTMAS—New, novel, unique illustrations for holiday advertising; copyrighted; exclusive use given. Send for proofs and particulars. CHAS. W. HARPER, Columbus, O.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 35 words or less, will be inserted under this head once for one dollar.

TO LET.

ADVERTISING space in ST. NICHOLAS.

TILL 1896 for \$2—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

ELECTROTYPES.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

SEND one of your metal base cuts and receive sample duplicate of same, mounted on lightweight metal base. E. T. KEYSER, 5 Beekman St., N. Y.

ADVERTISING AGENCIES.

ALL Indorse **ST. NICHOLAS**,

GEO. W. PLACE—NEWSPAPER ADVERTISING. 52 Broadway, New York.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

CHAS. K. HAMMITT, Advertising. 331 Broadway, N. Y., will serve you effectively, economically.

100 LEADING dailies, 5 lines, \$50. We do it. List free. **FLETCHER ADV. AGENCY** Cleveland, O.

IF you intend to advertise in any manner in the D. C., consult us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the **GEO. F. HOWELL ADVERTISING CO.**, 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency, **WILLIAM HICKS**, proprietor, 150 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.**, 1902 7th St., Washington, D. C.

THILL, 1896 for \$2.—To any person who sends two dollars before December 31st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

MISCELLANEOUS.

ST. NICHOLAS.

LEVERY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

TWO dollars, sent now, will pay for **PRINTERS' INK** till Jan. 1, 1896.

RIPANS TABLETS: pleasant laxative. A standard remedy for constipation.

PREMIUMS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

"BOX o' Brownies" (rubber stamps, retail 25c.). **EAGLE SUPPLY CO.**, New Haven, Ct.

OUR catalogue has the best premiums. **HOME BOOK COMPANY**, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. **AM. MACHINE CO.**, Chicago, Ill.

CHOICE collections of garden seeds as premiums; all sizes, all prices. **MANN & CO.**, Cape Vincent, N. Y.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.**, 342 Wabash Ave., Chicago, Ill.

BILL POSTING & DISTRIBUTING.

\$2 PAYS for **PRINTERS' INK** till 1896.

ADVERTISING matter effectively distributed. **GEORGE F. FORD**, Bedford Mass.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

CHARLES AUSTIN BATES, 620 Vanderbilt Bldg., N. Y. "Ads that sell goods."

MY ads induce belief in the advantages of advg. **SIDNEY C. LEWIS**, 54 Franklin St., N. Y.

ARTISTICALLY illustrated ads in catchy designs at reasonable rates. **E. B. HARRINGTON**, 900 Baltimore Ave., Kansas City, Mo.

FIVE, catchy and convincing ads, \$5. If they don't suit I'll make them good or refund your money. **JED SCARBORO**, Station W., Brooklyn, N. Y.

PLANS of advertising prepared. Ads written singly or in series. Primers and jingles for any business. Terms moderate. **JOHN S. GREY**, care **Printers' Ink**.

CUSTOM-CUT is better than ready-made. Have your ads made to measure. Have them fit your business. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y. "Ads that sell goods." 10 for \$5, 3 for \$2 (retail only, others more).

THERE'S a branch of my work that I haven't talked much about, but in which I have been very successful. It is the preparation of ads and circulars for manufacturers. Most of trade paper ads can be improved—can be made to pay better. I can do it. I expect good prices for such work, but it's about as profitable an investment as can be made. Write to me. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y. "Ads that sell goods."

I FIND that my best customers are men who can write pretty good ads themselves. They know what they want and they know a good ad when they see it. They like mine, and they come to me largely to save time. I write ten ads. That gives fresh copy for ten daily or weekly changes. I number the ads in the order in which they should be published, and they go to the paper all at once. There's a bright, fresh ad every issue. No trouble—no head-scratching—no dead ads. Is that worth 50 cents a week to you? For retail businesses I write 10 ads for \$5, cash with order. Anything outside the ordinary retail lines costs more, a good deal more. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y. "Ads that sell goods."

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

ONCE, with presses small, ads were read and superlatives believed. Ad writers naturally fear the crowding of illustrations. Many ads screech; few heard plain enough for belief. Not to black an eye with ink, but to charm. Art is beauty, wit is delight; all love both. Why illustration for anything? Why comes illustration in magazine pages? Advertising should at least equal rest of periodical, compelling attention. Not graduated from an art factory, but an artist. **ARTIST LINCOLN**, Metropolitan Building, Madison Square, New York.

LIBRARIES.

THILL 1896 for \$2.—To any person who sends two dollars before December 31st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

LIBRARIANS—You cannot afford to be without it! "Spiritualism Examined and Refuted" is the only book explaining and exposing this giant evil. Has highest commendations. Best binding, full gilt, 468 pp.; special to you \$1.10, prepaid. **C. F. SLEEPER**, Palmyra, N. Y.

THEATER PROGRAMMES.

\$2 PAYS for **PRINTERS' INK** till 1896.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address **ADOLPH STEIN**, 113 E. 14th St., N. Y.

FOR SALE.

A DVERTISING space in ST. NICHOLAS.

S1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK. Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

AT one-half price, nearly new Babcock Dispatch No. 7. THE DAY, New London, Conn.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

NEWSPAPER paying \$2,500 yearly can be bought for \$3,500. B. A. FULLER, care Printers' Ink.

HOLIDAY advertising papers and cuts for sale by the MERCHANTS' ADVERTISING CO., Scott & Bowne Bldg., New York.

A LIMITED number of copies of Fowler's "Business Building" at \$2.00, postpaid. Publisher's price, \$3.75. E. B. CLARK, 1609 Curtis St., Denver, Colo.

SEVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

TILL 1896 for \$2.—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

FOUR Century Calendars. Will be preserved by the receiver. Cost is small. Can be mailed with any letter without extra postage. Will send sample and prices on receipt of four cents. JOHN KACHELMAN, JR., Evansville, Ind.

MUSIC PLATES—Many papers find it of great advantage to insert a piece of music every week. We have over 3,000 plates, which we will sell in lots to suit, at from \$1.50 each. For particulars write to F. TRIFET, 408 Washington St., Boston, Mass.

ONE of the grandest enterprises for advertising purposes (involving an outlay of over \$100,000 and of seven years' labor in perfecting) is now ready to be placed on the market, to be disposed of, by sale of territorial rights, or entire, if desired. To business men commanding from \$1,500 to \$25,000 a return, in six months, of \$5 or more for every \$1 invested is positive. The nature of the enterprise being one of public interest will commend itself to advertisers wherever shown, and enables them to control an advertisement, 10 by 12, for an entire year, for \$5. A personal investigation of this enterprise (now on exhibition) is necessary, to more fully understand and appreciate its merits. E. J. JONES, JR., 491 Bennett Bldg., Nassau St., N. Y.

ADVERTISING MEDIA.

ST. NICHOLAS.

SEATTLE TELEGRAPH.

THE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

40 WORDS, 6 times, 50 cents ENTERPRISE, Brockton, Mass. Circulation, 7,000.

THE ENTERPRISE, Smithville, Ga., 10 columns, all home print; 1,000 subscribers.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

ICOVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ. 3,016; largest, 9,000. 20c. a line.

Our Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg. rates low Hamlet, N. C.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

WISCONSIN AGRICULTURIST. Racine, Wis. Proved circulation, 30,000; 30 cents a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ALBANY, N. Y., TIMES-UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

ADVTS. placed in each of 140 local weeklies; 75c. a line a week. Only one electrolyte needed. UNION CO., 15 Vandewater St., N. Y.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

WHERE! When! How! At St. Augustine. From January until May. In the ST. AUGUSTINE NEWS, F. G. Barry, publisher, Utica, N. Y.

"THE STUDENT" of Portland, Oregon, is the recognized educational journal of the Pacific Coast and the Northwest. It has the largest circulation by over one thousand.

THE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 1/2 15th St., Phila., Pa.

HOMES AND HEARTS will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders 32c. Send to WATTENBERG'S AGENCY, 31 Park Row, N. Y.

PANAMA STAR AND HERALD—D. and W.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 25,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 13,500; Sunday, 17,000. and Weekly, 23,000—covers the field. All leading advertisers use it.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

THE wives of advertisers in THE AMERICAN FARMER and FARM NEWS and WOMAN-KIND wear sealskin cloaks, and the advertisers themselves are clothed in well-fitting, tailor-made suits, because the "ads" in these journals bring in lucre by the barrel. Their children—bless their dear hearts—are warmly clad, and comfort pervades their homes. Remember that the circulation of these two journals among the best people of this country is guaranteed to exceed 215,000, and that GEO. S. BECK, 193 World Bldg., N. Y. City, is the Eastern "ad" manager.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

\$2 PAYS for PRINTERS' INK till 1896.

ENVELOPES neatly and accurately addressed, \$1.00 per M. G. F. VAN WYE, Chicago.

10 CENTS (no stamps) pays for 100 different names and addresses. 30c. 35 cents. Bills posted and circulars distributed or mailed. JOHN E. EKSTROM, Box 183, Milnor, N. D.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

NEWSPAPER INSURANCE.

\$2 PAYS for PRINTERS' INK till 1896.

INSURE present and future business by using ST. NICHOLAS.

ON CIRCULATION—What made London Tit-Bits? How did Answers reach 700,000? Pearson's Weekly nearly a million! New York Press and Advertiser increase 300 per cent. in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, DECEMBER 6, 1893.

TO READERS OF "PRINTERS' INK."

In order to start the new year with a large list of subscribers assured, the publishers of PRINTERS' INK have decided to send the paper up to January 1, 1896, to any one who will now send in \$2. Our regular subscription price is \$2 a year, so persons who want to continue to receive the weekly visits of the "Little Schoolmaster in the Art of Advertising" will do well to take advantage of this special offer. It holds good only up to the first of the year.

Address all orders to

PRINTERS' INK,
10 SPRUCE ST.,
NEW YORK.

WM. B. SHATTUCK, whose recent death at New Orleans is announced, laid the foundation of his fortune as an advertising agent in New York City, during the civil war. He placed all of the government advertising at that time, and later had entire charge of the advertising and placing of the Union Pacific Railroad bonds, during the construction of that road. Mr. Shattuck for many years had his summer home at Lenox, Mass., and was rarely seen in New York of late; but might be occasionally met with at the Union League Club, which appeared to be one of his favorite haunts.

THE St. Louis *Globe-Democrat* has complimented the *Republic* by following its lead in issuing a double-headed weekly. "Imitation is the sincerest form of flattery."

EVERY once in a while some line of business that has heretofore resisted the blandishments of the advertisement seeker awakes to the advantages of printers' ink. There are plenty of mercantile pursuits now that might be profitably advertised, and some day they will come to it. One of the latest businesses to be advertised in newspapers is the selling of newspapers—and if the business of the newsdealer (which would seem to depend principally upon local conditions) can be profitably advertised, why should not almost every other? The newsdealer to make the innovation appears to be in touch with modern methods of advertising. His announcement, set in pica, is as follows:

Any newsdealer can deliver papers. But to deliver them in a condition that you're not obliged to smooth them out with a flat-iron, so you'll be able to read them—that's another thing. It's a pleasure to read any paper delivered by our carriers. They're not like the horn of the traditional cow who tossed the maiden all forlorn—crumpled.

Give us your patronage and we'll prove it.
ORANGE NEWS CO.,
256 Main street, bet. Center and Cone.

We can supply you with any paper published in the world. Mail us your order.

The advertiser has succeeded in giving good reasons for dealing with him, and he has stated his reasons graphically.

AN ADVERTISING MAN'S GRIEVANCE.

"Why don't publishers get up rate cards that can be understood without half an hour's study?"

"What seems to be the trouble with them?"

"Why, the average rate card contains so much printed matter and so many different prices for advertisements under varying conditions that you are confused, and it takes a long time to find out what it all means."

"Don't you know of any ideal rate card?"

"Yes, there's the card of Boyce's List. It's well arranged, contains little printing, and a moment's glance tells you what you need to know. I wish there were more like it."

KENNEDY, a retail dealer of Cortlandt street, New York, has adopted an English idea, and is advertising himself as: "My hatter," "My shirt-maker," "My bootmaker," etc.

MAGAZINES are an important class of advertisers as well as advertising media. There is one important advantage that the magazine has over most other advertisers. Its cover constitutes a perpetual and valuable trade-mark that is indissolubly associated with it. Usually a trade-mark is an artificial thing created merely for advertising purposes; but the cover of a magazine is an essential part of it, and every time it is displayed on a newsstand its value as a trade-mark is enhanced. That the publishers take this view is shown by the way in which such publications as *Harper's Monthly*, *Frank Leslie's Popular Monthly*, etc., cling to the old-fashioned cover designs, although money is spent lavishly for art features for their interiors. The publishers are evidently loath to discard the familiar design for a new though far better one. Once a year, at Christmas time, however, the magazines feel privileged to come out in new dress, but most of them are careful to preserve the general characteristics of their regular covers. *Scribner's*, for example, whose cover is remarkably effective, gives its December number a holiday flavor by printing a portion of its cover in green, but the main features of the design are all retained. *St. Nicholas* is an exception—its December cover is so striking and handsome that the change is not to be wondered at. The *Atlantic Monthly*, Boston's old high-class publication, continues with its severely plain front, whose very unpretentiousness seems to scorn the co-operation of art with literature. Perhaps the most conspicuous cover to be seen on the stands during the holiday season is that of *McClure's Magazine*, which appears clad in the latest fashionable shade of green in combination with red. This seems to speak of a progressive, lively character, which is no doubt the sort of impression that the publishers would like to convey. On the other hand, the *Century's* somber cover (which, for December, gives way to something lighter and more pleasing) has a distinctiveness all its own, but which creates an impression of dignity and eminent respectability. Other magazine covers

might be cited, many of which make excellent trade-marks, while a few seem to lack individuality and fail to accomplish the object of every advertiser—attract attention in a crowd.

TO REFORM THE ADVERTISING PAGE.

Writing in the *Overland Monthly* for December, William H. McDougal proposes to reform the advertising pages of newspapers by weeding out the immoral and fraudulent advertisements that he alleges abound in the daily papers. He thinks that the freedom of speech that the law allows the press should not be interpreted to include advertisements. He says: "There would seem to be an equal right to put what a publisher has to sell—his advertising columns—under restrictions similar to those put upon what a druggist has to sell." He also intimates that the chief of police of San Francisco has assured him that the evils of objectionable advertisements are very great and deserve attention. Among other things Mr. McDougal says:

Of the entire space of the morning papers of San Francisco on the day this article was begun, over 43 per cent was filled with advertising matter. Of this the considerably greater space (466 of the 755 inches of length) was occupied by "display" advertisements. But far the larger number of advertisements were of that sort technically called, from their arrangement, "classified." These are the wants, personals, and similar brief advertisements. Of these there were about a thousand in each paper. With the display advertisements fault could be found as to nicety of taste and veracity, but there is little of definite moral fault except in the advertisement appearing in all these papers of a notorious lottery. By a petty trick of words only does this avoid criminal liability on the part of the publishers. A like evasion of the law for a mercenary consideration by any other public functionary would be likely to elicit trenchant lay sermons in the editorial columns of these same journals.

But the really grave problem of public advertisement is that presented by the classified columns.

Partly intermingled with the legitimate advertisements, and partly segregated in columns that nothing good would think of entering, are public announcements of those whose intention is fraudulent, immoral or criminal. These are of three classes. There are, first, those whose wrong intention is concealed. These include the basely fraudulent offers of Business Opportunities.

FOR THE SUNDAY SIESTA.

His paper for a while he read,
But soon, in slumber sweet,
O'er him from head to foot was spread
That Sunday blanket-sheet.—*Fogge*.

BREVITY VS. COMPREHENSIVENESS.

By Met L. Saley.

If professional ad writers were not so much like doctors in the matter of disagreeing, their advice would carry more weight. Some of them say, merely get up an appetite; others, get up the appetite and satisfy it to the greatest extent possible. The latter, I believe, are nearer right. Any man interested in knowing that Brown's patent wheels for buggies exist would also want to know what reason there is for their existence, wherein they differ from the orthodox kind, where a buggy with these wheels on may be seen, and how much extra it costs.

A fact will outrace a theory any time, therefore I will state a couple of facts: A while ago I wanted a library appliance, and at about the time the want was created a page ad of the article appeared in a magazine. Now, there was a chance for cohesion at once. I wanted the article, and the man in New York wanted me to have it—provided I paid for it. I eagerly read what little was said about it, and was disgusted because the price was not stated. I did not feel disposed to write to New York and await a reply to learn what the manufacturer, I thought, ought to have told me in his ad. Had the price been stated, and had it been a reasonable one, a check would undoubtedly have gone off by first mail; as it was, a half-hour's hunt in the furniture stores on Wabash avenue made it possible to buy at home.

Another case: A furrier in this city not long ago broke out in an advertising fit and filled pages of the daily papers. He ran illustrations of his garments, and under every article asked the reader to "write for prices." The attention of a friend whose wife was so fortunate as to have presented to her a seal sack, latest Columbian style, with sleeves as large as a big ham, was called to this ad. He laid the paper down with the remark that he had no use for a house that dare not state in an ad the price of the article it advertised; that a wide-awake, up-to-the-times house would not hesitate to face the music of competitors by giving its prices in print. As a consequence he bought elsewhere.

Of course my friend and I may have been wrong; still, two cases show something.

I believe that when a man is interested in an article, or an event, he desires to know as much about it as he can handily learn. For that reason there will be a place in the public heart for the ad which goes into detail, and for the "blanket sheet," as penny paper publishers choose to call those papers which explain instead of mentioning.

TAKEN IN.

From the Washegan (Ill.) Register.

Last week the *Register* received a letter purporting to come from Mrs. Mary Hall, of Omaha, Nebraska. It claimed that an article called Gastric Soda, would cause cream to yield a double quantity of butter. As the letter appeared to be written in good faith, and thinking that she might have been a former resident of Lake county, the *Register* published the letter. But our druggists knew no such thing as Gastric Soda. This at once made the editor of the *Register* believe it was some advertising dodge. When he learned that the other papers of the city had received a copy of the same letter he knew there was a rat in the meal, and watched for developments.

They have come sooner than we expected. Our druggists have received the following circular:

GASTRIC SODIA.

A powder prepared expressly for increasing the yield of butter and cheese. Each box will make 500 lbs. of butter. Retail \$2.50 per box, \$24 per dozen. Ten per cent off for cash. The U. S. Salyx Co., New Concord, Ohio, Sole Manufacturers.

"You will certainly receive orders. Place this commodity on your list."

Then the company says: "We will expend a large amount for advertising."

Without a cent to newspapers this firm has succeeded in widely advertising gastric sodia. Let us say right here the thing is a fraud of the first water. It is a new name for the "Black Pepsin" fraud, and concocted by the same company. Let it severely alone.

A BASHFUL EDITOR.

From the Covington (Ky.) Commonwealth.

The following, taken from the *Cynthiana Democrat*, shows that the editor of that paper knows a good thing, even though his modesty prevents him from asking for it.

WANTED.—A Thanksgiving turkey at this office. Liberal thanks given to the proper person.

Advertising Novelties.

From J. A. Oudin, Times Bldg., New York: An oval shaped card to resemble a foot-ball printed in the Princeton colors. The heading is "Don't Kick."

From the Michigan Stove Co., Chicago: A "cut out" lithograph representing a fierce bull-dog. It is intended to be placed in an office door, giving the effect of the dog about to jump through the glass. The collar about the dog's neck bears the inscription, "Shut the door," while the advertisement of the stove company appears below.

ADVERTISING IN RUSSIA.

From the Commercial Union.

The common people of Russia, as a rule, speak only their own tongue. A large proportion of them cannot read the bewildering characters—Roman, Greek and composite—which form their alphabet, and to help their ignorance the shop walls are covered over with rudely painted pictures of articles for sale within. The butcher's shop has pictures of meats of all sorts and shapes, the tailor's walls are covered with paintings of coats and trousers. The pills of the apothecary and the vegetables of the green grocer are advertised by pictures upon the doors and windows of their stores.

WANAMAKERIAN DISCOUNTS.

From the Philadelphia Item.

Mr. Wanamaker has enjoyed the distinction in all Philadelphia papers of getting a discount of from 25 to 50 per cent on the rates charged to others.

This is clearly a wrong to the business public, and we have determined to correct it as far as the *Item* is concerned, and apologize for not having done so before.

NEWSPAPER BUSINESS BOOMING.

From the Fredonia Advertiser.

Business is improving. On Saturday we went on a collecting tour through several towns in this section, the trip proving an interesting and profitable one. Besides gold and silver we took in one subscription, one small oil stove, one lantern, a half bushel of beets, five Hubbard squashes, a set of bed springs, 22 bushels of potatoes and two live ducks.

ADVERTISING MEDICINES BY BALLOONS.

From the Washington Post.

Mr. W. H. Bingham, a solicitor for a patent medicine company in Boston, is sending up a thirty-foot paper balloon each evening from some section of the city. These balloons are such as were used for rainmaking in Texas, and are illuminated. It is the light from these that so many people have seen over the city during the last few evenings. To each balloon a card is attached bearing the name of the Theobroma Wine Company, of Boston, and any person finding this card and presenting it to Mr. Bingham, at 1005 H street Northwest, will be given by him a year's subscription to the daily *Post*. His permit from the authorities does not allow the advertisement of the place of the ascension, because the crowd which would collect would obstruct the street. The balloon sent up on Friday night landed in Alexandria, and the card was found there. The ascension Saturday night was from Seventh street and New York avenue Northwest.

SOME LEADING NEWSPAPERS.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

PENNSYLVANIA.

Pittsburgh Press has the largest circulation rating of any daily in that city, viz: **40,964**

WISCONSIN.

MILWAUKEE WISCONSIN: Is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

LADIES' HOME JEWEL, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

The Household Pilot and Modern Queen, New Haven. Circulation extends into every State and Territory.

GERMANIA Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

The Housekeeper, Minneapolis, Minn. Pays Advertisers.

PUBLIC OPINION, Always pays Advertisers. Washington, N. York.

PATENTS HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 50c. a line. Once a Month, Detroit, Mich.

LOUISVILLE WEEKLY AMUSEMENT BULLETIN, Circulation 5,000 weekly. For free distribution at all local hotels, clubs and public resorts. 243 Fifth St., Louisville, Ky.

21.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." **BELLMAN BROS.**, Toledo, O.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP**, Prest., 314, 316 Broadway, New York City.

NEW YORK LEDGER

BEST HALF-TONE PORTRAIT, Single col.

\$1.50

CHICAGO PHOTO ENG. CO., 185 Madison.

A COMPARISON

During 1892 **THE EVENING POST** contained 377,862 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

ADVERTISERS "Keep your eye on GODEYS"

because the reading public are getting, through us,
"2 for the price of 1,"
which means—"Practically your choice of any
American Periodical Free."

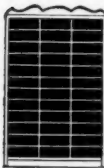
WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

FRENCH ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. **JOS. FRANCOIS,** 1500 Notre-Dame Street, Montreal, Canada.



DON'T SWEAR

When you have to overhaul a lot of papers, circulars, pamphlets, letter files, filling yourself with dust and the disturbed cockroaches with consternation, but buy an

Acme Wire Partition Rack. The shelving is dustless, roachless, clean, strong, handsome. Get catalog.

Pope Rack Co., St. Louis, Mo.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,
ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM? Supply houses, that want earliest news of construction; Business houses, that want addresses of probable customers;

One hundred class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

FOR SALE,

An Ingenious Invention:

DR. BUTLER'S

Electro-Massage Machine,

FOR MEDICAL PURPOSES.

SPECIALTY:

For use by the patient. No similar device.
GROUND PATENT.

Advertising pamphlet and particulars on application. Address

ELECTRO-MASSAGE,

P. O. Box 3258, New York.

Are You a Clubman?

If so, you must know that the enterprising, moneyed men of a community usually belong to one or more clubs. In the Club Catalogue for 1893 are the names of 2,500 clubs, including social, political, literary, dramatic clubs; sporting, athletic, bicycle and kennel clubs; yacht, boat and canoe clubs. In order to bring **PRINTERS' INK** to the notice of this influential and progressive class of men, and with a hope of securing subscriptions and bringing under its weekly instructions the members, counting from a few score to several thousand in each club,

A SAMPLE COPY

of the issue of **JAN. 3, 1893,** will be mailed to every one of these addresses. Although this will make a considerable addition to the regular issue of

Printers' Ink,

the regular advertising rates will prevail. Publishers who are desirous of bringing their mediums before the most substantial class of business men should embrace this opportunity. This edition

**Will Reach Every
Clubman.**

THE ST. AUGUSTINE NEWS is read, almost exclusively, by people who have money enough to buy whatever you may have to sell them. **F. G. Barry,** publisher, Utica, N. Y.

WILL SELL FOR \$6000 An old-established Sunday Paper, with job office, in flourishing manufacturing city of 30,000. Business nearly \$7,000 Great bargain. Address "SUNDAY," care American Press Association, Cincinnati, Ohio.

If you want to reach everybody advertise in Scribner's—it isn't necessary to have an exhibit at Chicago.

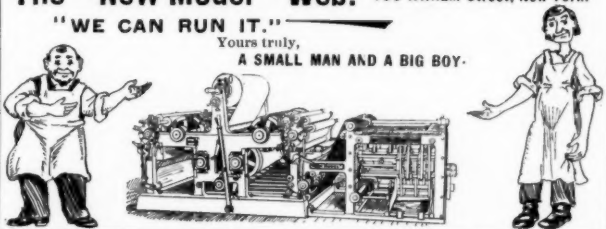
*Address CHARLES SCRIBNER'S SONS,
743-45 Broadway, New York, N. Y.*

The "New Model" Web.

Campbell Printing Press & Mfg. Co.,
160 William Street, New York.

"WE CAN RUN IT."

Yours truly,
A SMALL MAN AND A BIG BOY.



THE CHRISTIAN STANDARD,

CINCINNATI,

A GOOD
ADVERTISEMENT.

is a religious paper, that has circulation, age, character, influence, and the fullest respect of its readers. It is most progressive, and a leader among the religious press. An illustrated, original, and popular paper secures business. Such a paper is the **Christian Standard**, Cincinnati, well known as the **Standard Religious Newspaper of America**. Advertising patronage very large. Send for sample copy. Try it. Rates reasonable. Any reliable agency, or H. C. HALL, Advertising Manager, Free Press Building, Detroit, Mich.

The Recorder

Leads Again.

THE SUNDAY RECORDER of yesterday again led all its metropolitan contemporaries in the vital matter of displayed advertising business. It printed 86 columns of this leading class of advertisements, which comprises the announcements of the largest buyers of newspaper space and ink in the city, to wit: the great dry goods and other large furnishing houses that seek, in advertising, to reach the general body of retail purchasers.

This exceeded the *World's* total of displayed advertisements by 6 columns, and was exactly twice the amount of that class of advertisements published by the paper holding the third place in this respect. And the rest of THE RECORDER's older brethren of the Row were simply "nowheres near."

THE RECORDER of yesterday published 105 columns of advertisements of all kinds, and no other New York newspaper, except the two already named, published two-thirds as much. The newspaper which stood No. 4, and, therefore, next to THE RECORDER in the comparison of total business, printed 35 1-2 columns less than did this journal. The paper that stood No. 5 in the list was 44 columns in THE RECORDER's rear in this matter of advertising. The *Tribune's* total business was 56 columns less than THE RECORDER's—considerably less than half THE RECORDER's, in fact. And the *Times* brought up the extreme rear with 44 1-4 columns of advertisements—over 60 columns less than the amount which appeared in THE RECORDER.

Meantime, the circulation as well as the business of THE RECORDER is buoyant and steadily expanding. The newsdealers bought 125,387 copies of THE SUNDAY RECORDER of yesterday—a handsome gain of 1,368 copies over the sales of the preceding Sunday. The several orders of the newsdealers are given in detail, as they always are, on the next page. This is THE RECORDER's way of proving, instead of claiming, circulation.

THE RECORDER has no secrets to keep from its readers and advertisers, either as to its business or circulation. It gives them the exact figures as to both every Monday morning, and in such a form that every reader and advertiser can verify them for himself. They are, in fact, self-proving.—*New York Recorder, Monday, 27th November, 1893.*



THE PRESENT

is the *quick-money-bringing-time* for telling our ONE MILLION, TWO HUNDRED AND TWENTY-ONE THOUSAND HOMES of the mighty middle classes what you have in the line of their

WINTER WANTS.

And it is also the *right time* for using "THE LARGEST SWORN CIRCULATION IN AMERICA" as a means for profitably paving the way to unprecedented cash

SPRING SALES

in every State, city, town, village, and corner of the Union.

11
Mail
Cars

As twenty days are required to print a single edition of Comfort, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, THE PRESENT is the most profitable time for advertisers of Spring Goods to make public their announcements in Comfort.

11
Mail
Cars

Space of all responsible agents, or of us direct. By writing us for "Profitable Paragraphs for Panicky Periods," you may put money in your pocket. THE GANNETT & MORSE CONCERN, Publishers COMFORT, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, Tribune Building, HENRY BRIGHT, Representative.

The Cost of Experience.

It is often worth its price. Its lessons are profitable and not easily forgotten. It is wise, however, to avoid the mistakes of others, to obtain your own experience at a nominal cost. That you can do this may surprise you, but be not incredulous. It will cost you nothing to consult with us; we have the experience which you may lack.

If you wish to advertise anything anywhere
at any time write to

The Geo. P. Rowell Advertising Co.,
10 SPRUCE ST., NEW YORK.

Hard study, unceasing thought, constant dealings in advertising space for ourselves and others, covering a period of over a quarter of a century, have given us a practical knowledge and familiarity with the whole subject that few have an opportunity to acquire. New ideas, modern methods, intelligent service—all these enter into our system. You can judge of

Its Value to An Advertiser

